

# ORDER



**Orders**  
**Order / Rev:** 1319645  
**Alt Order #:**  
**Product Desc:** Gallego for Congress  
**Estimate:** 2929  
**Flight Dates:** 11/01/16 - 11/03/16  
**Original Date / Rev:** 10/28/16 / 10/28/16  
**Order Type:** Political

**KENS**

**Primary AE:** Marty Schack  
**Sales Office:** KENS  
**Sales Region:** LOC

**Agency**  
**Name:** Screen Strategies / POL  
**Buying Contact:**  
**Billing Contact:**  
 11150 Fairfax Blvd #505  
 Fairfax, VA 20120

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Texans for Pete / POL  
**Demographic:** A25-54  
**Product Codes:** PL-US Senate  
**Priority:** P04-GB  
**Revenue Codes:** AGY, (POL) Political, (POL) Candidate

**New Business Thru:** 08/31/17  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 107247  
**Agency External ID:** 11212AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/03/16	18	\$11,600.00	\$9,860.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	18	\$11,600.00	\$9,860.00	0.00
<b>Totals</b>	<b>18</b>	<b>\$11,600.00</b>	<b>\$9,860.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Marty Schack			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KENS	11/01/16	11/02/16	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	-TW----	:30	2	\$165.00	P04-C	0.00	NM	2	\$330.00
N 2	KENS	11/02/16	11/03/16	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	--WT---	:30	2	\$240.00	P04-C	0.00	NM	2	\$480.00
N 3	KENS	11/01/16	11/01/16	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$120.00	P04-C	0.00	NM	1	\$120.00
N 4	KENS	11/03/16	11/03/16	Price Is Right Price Is Right	CM	10-11a	---T---	:30	1	\$420.00	P03-F	0.00	NM	1	\$420.00
N 5	KENS	11/02/16	11/02/16	Jeopardy 430-5p Jeopardy 430-5p	CM	430-5p	--W----	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00
N 6	KENS	11/01/16	11/01/16	Local News @ 4p M-F Local News @ 4p M-F	CM	4-430p	-T-----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
N 7	KENS	11/03/16	11/03/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	---T---	:30	1	\$400.00	P04-C	0.00	NM	1	\$400.00
N 8	KENS	11/01/16	11/02/16	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	-TW----	:30	2	\$500.00	P04-C	0.00	NM	2	\$1,000.00
N 9	KENS	11/03/16	11/03/16	Wheel of Fortune 630-7p Wheel of Fortune 630-7p	CM	630-7p	---T---	:30	1	\$760.00	P04-C	0.00	NM	1	\$760.00
N 10	KENS	11/01/16	11/01/16	Tue Prime C NCIS New Orleans	CM	9-10p	-T-----	:30	1	\$2,520.00	P03-F	0.00	NM	1	\$2,520.00
N 11	KENS	11/02/16	11/02/16	Wed Prime A Survivor	CM	7-8p	--W----	:30	1	\$2,310.00	P03-F	0.00	NM	1	\$2,310.00

Order / Rev: 1319645  
Alt Order #:  
Flight Dates: 11/01/16 - 11/03/16

Advertiser: Texans for Pete / POL  
Product Desc: Gallego for Congress  
Estimate: 2929

**KENS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N12	KENS	11/03/16	11/03/16	Thu Prime B Life In Pieces	CM	8-9p (8:30 PM-9:00 PM)	---T---	:30	1	\$1,440.00	P04-C	0.00	NM	1	\$1,440.00
N13	KENS	11/03/16	11/03/16	Local News @ 10p M-F Local News @ 10p M-F	CM	10-1035p	---T---	:30	1	\$680.00	P04-C	0.00	NM	1	\$680.00
N14	KENS	11/01/16	11/01/16	Late Show Late Show	CM	1035-1137p	-T-----	:30	1	\$200.00	P04-C	0.00	NM	1	\$200.00
N15	KENS	11/02/16	11/02/16	Late Late Show Late Late Show	CM	1137-1237a	--W----	:30	1	\$80.00	P04-C	0.00	NM	1	\$80.00
													Totals	18	\$11,600.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



**FEDERAL CANDIDATE**



**STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

KENS-TV

**Date:** 10/28/2016

I, Screen Strategies Media,

**being/on behalf of:** Pete Gallego,

**a legally qualified candidate of the** Democratic

**political party for the office of:** Congress

**in the** General

**election to be held on:** 11/8/2016

**do hereby request station time as follows:**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):** \$9,860.00

I represent that the payment for the above described broadcast time has been furnished by:

Texans for Pete

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Wayne Alexander

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/28/2016

**Date**



**Signature**

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

**Signature**

**Printed Name**

**Title**

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KENS-TV	<b>Date:</b> 10/28/2016
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I, Screen Strategies Media,

**being/on behalf of:** Pete Gallego,

**a legally qualified candidate of the** Democratic

**political party for the office of:** Congress

**in the** General

**election to be held on:** 11/8/2016

**do hereby request station time as follows:**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available): \$12,116.75**

I represent that the payment for the above described broadcast time has been furnished by:

Texans for Pete and DCCC

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Wayne Alexander

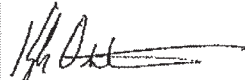
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/28/2016

**Date**



**Signature**

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**